

# ANTHONY PURIFICATO

W E B   D E V E L O P E R

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## PROFILE

Detail-oriented professional focused on web development and software programming. Primary experience in Front-End technologies: HTML, CSS, and JavaScript. Experienced in CSS Frameworks (like Bootstrap) and React JS. Continuing advancement with back-end tools including Node.js, SQL/NoSQL, and Python.

## SKILLS/TOOLS

- HTML, CSS, Javascript
- Bootstrap (CSS Frameworks)
- React JS
- Node JS
- WordPress
- SEO Audits & Scans
- Copywriting
- Email Marketing
- MailChimp & Campaign Monitor
- Zoho Projects Platform

## CERTIFICATIONS

### FULL STACK PROGRAMMING

**Rutgers Coding Bootcamp**

June 2024

### RESPONSIVE WEB DESIGN

**freeCodeCamp**

2021

## EXPERIENCE

### Solar Mite Solutions

Oct. 2022 - Present

#### DIGITAL MARKETING/WEB SPECIALIST

- Wordpress website maintenance and SEO support.
- Customer engagement and building relationships, communicating promotional services and ensuring positive experiences.
- Conducting market research and digital strategy.
- Additional administrative tasks to support office, when additional help is needed.

### D2 Creative

Jan. 2022 - Oct. 2022

#### DIGITAL PLATFORMS EXPERT

- Top-performing, lead publisher and expert for CMS platforms.
- Researched platforms, tools, and marketing opportunities that benefit the company, reporting to the Head of Customer Engagement.
- Presented on regular strategy meetings with company leadership.
- Conducted webinars to train project managers on various platforms.
- Work included previous content publishing responsibilities.

CONTINUED



## EDUCATION

BACHELOR OF ARTS,  
PSYCHOLOGY, WRITING MINOR

**Rutgers University**

Graduated 2019

## EXPERIENCE

Jan. 2022 - Oct. 2022

### DIGITAL CONTENT & MEDIA SPECIALIST

- Published content for web, email, and digital courses using CMS (WordPress, Joomla, MailChimp, and Articulate Storyline 360).
- Spearheaded launch of blog section and content on internal company website, utilizing SEO best practices to increase traffic.
- Built email templates with MailChimp, Campaign Monitor, and BEE Free platforms using HTML & CSS.
- Designed and led an email marketing drip campaign in MailChimp to promote a white paper.
- Performed SEO site scans and audits, meta content copywriting, and fixed on-site technical and content issues to improve SEO scores for client websites. Used in conjunction with Google Keyword search.
- Researched and culled keywords to use in effort to better Google search results.
- Worked with big name clients in the technical and MedTech space such as Fujifilm (Drupal web redesign project) and CooperSurgical (web publishing/maintenance and regularly creating webpages and email templates using HTML & CSS).